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## Juggling acts: how to maintain existing audiences and reach new ones using social media

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Diamond Light Source has an established and successful twitter presence, with over 4500 followers. Our follower group contains multiple audiences with differing, and at times competing needs and expectations. While targeting can be reasonably straightforward between different platforms, targeting within a platform is more challenging.

This session will address the strategies we have employed to ensure that we continue to connect with and maintain relationships with long standing followers, while reaching out to new groups. We will also discuss methodologies for engaging with three key audience groups –facility users, interested publics, and other research organisations.

We will discuss the risks and benefits of using twitter for building networks and relationships, and how we as an organisation have changed our approach as use of social media has grown.

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